

K MART GOES TO



Games of the XXIIIrd Olympiad Los Angeles 1984

From July 28 to August 12 people all over America will be watching TV commercials and reading advertisements about K mart, in between the highlights of the Summer Olympic Games.

"The opportunity to tell America about K mart is rare," says Mike Moors, advertising manager of roto distribution and television. "We will be showing 46 minutes of commercials on television. During the Winter Olympics we were the only retailing sponsors. We are sharing that position during the Summer Games with Sears."

The advertising will center around automotive, sporting goods, apparel, footwear, home centers and the electronic center. One of the commercials was up for a Cleo award.

Moors says that 1.27 billion home impressions will be made and 2.57 billion viewer impressions will be tabulated. A home impression is tallied according to how many times the commercials are brought into each home.

A viewer impression is found by multiplying the number of spots (commercials) by

each time it is run and the number of homes it reaches.

As we did for the Winter Olympics, a video tape will be sent to all of the stores for employees to preview the commercials before broadcast.

OTHER ADVERTISING

Another example of how we are taking advantage of this golden opportunity to promote K mart lies in the fact that 67 million copies of an Olympic book, touting K mart ads, was distributed during May. Thirteen million copies of a pullout will be in magazines including Time, Sports Illustrated and People as well as 700,000 copies of our Olympic advertising being put in in-flight airlines magazines during August. In 40,000 Westin Hotel rooms across the world, people will see K mart's ads and affiliation with the Olympics in the United Airline's "Mainliner" magazine. In the Los Angeles area where the games will be held, an ad will be run where all of the K mart stores in the vicinity will be marked on a map.

"By the time all is said and done, we will have really put out the word," Moors explains.

On top of the advertising campaign, we also ran a contest with a grand prize of two trips for two to the Olympic Games.

Other prizes included four Buick automobiles, tires, computers, cameras and posters.

"During the winter sweepstakes for the Olympics, we got a response of over 2 million," Moors says. "For the summer sweepstakes, we expected to collect from 2 1/2 to 3 million entries."

The Westport Marketing Group, who handled the sweepstakes and is one of the largest clearing houses in the U.S., said that the Winter Olympic sweepstakes was the largest one they had ever had a response to.

OLYMPIC HOPEFULS

This year at the 23rd Olympiad 141 nations will gather together for a showcase of athletic competition in its most basic and purest form.

Collectively, America's strongest sport lies in the 24 track and field events. At the 1932 Los Angeles Olympics Mildred (Babe) Didrikson won golds in the javelin, 80 meter hurdles and a silver in the high jump. In 1912, Jim Thorpe was the only male athlete to ever win golds in the decathlon and pentathlon in one Olympiad. Bob Mathias was the only male athlete to ever win the decathlon twice, once in 1948 and another time

in 1952. And Jesse Owens took four golds at the 1936 Olympics.

This year, Carl Lewis will be the sprinter and long jumper that Americans are counting on to repeat Owens' gold medal coup. In 1968, Lewis awesomely topped the longjump world record by adding 2 1/4", leaving his 29 3/4" jump untouched to date.

The women have always been strong contenders in the 4x100 meter run with the proof in the five golds that we captured from 1960 - 1968. Wilma Rudolphs took three golds in 1960 even though she had been handicapped by a chronic childhood illness. This year, Evelyn Ashford is the woman to watch in the 100 meters.

South African born Sydney Maree recently became an American citizen. Before that, he wasn't sure if he would have a crack at running the 1,500 meter run, which he briefly held the world record last summer. Now he will have that chance. Since 1978, he has been a man without a country, after leaving his native Pretoria. He was barred from international competition until he received his green card in 1982.

While the javelin gold medal has only been presented to a U.S. contender

